

## ABSTRACT:

The invention relates to a display device which includes a driver circuit and a liquid crystal display with a plurality of rows R and columns C. The invention also relates to a driver circuit for driving a display. In order to reduce the power consumption of display devices, displays are operated in the partial display mode. According to the MRA (Multiple Row Addressing) technique a plurality of rows p is driven simultaneously. The number of rows p to be simultaneously driven, however, differs for displays of different size. When a display is operated in the partial display mode, therefore, for an optimum optical performance it is necessary that the value p of the rows to be simultaneously driven is other than this number in full size operation. In order to drive the rows R and columns C, at least p+1 voltages are required when  $F = G_{MAX}$ . Because the number of simultaneously driven rows is reduced upon a transition from the full size mode of operation to the partial display mode, it is also no longer necessary to generate as many voltages as would be required for operation in the full size mode. Therefore, upon transition to the partial display mode the voltage driver stages that are no longer required are switched off by way of a switching device. As a result, displays of different size can also be driven by means of one driver circuit.

Fig. 1